



bikeeasy
APRIL CHALLENGE

2021

CHAMPION TOOL KIT

WHAT IS THE BIKE EASY APRIL CHALLENGE?

Running April 1 - 30, the Bike Easy April Challenge is a fun and free competition to encourage you, your friends and colleagues to experience the joys and benefits of riding a bike. The April Challenge is not just about who can ride the most miles, but who can encourage the most people to give bicycling a try. Generous supporters and bike friendly businesses across the Greater New Orleans region are donating fantastic prizes that individuals and teams can qualify for by riding their bikes during the Bike Easy April Challenge. Due to the ongoing precautions around COVID-19, the Bike Easy April Challenge will be held as a virtual event, with only **solo rides or rides with quaranteams accepted.**

If you don't ride to work, no problem! You can ride anytime, anywhere for just 10 minutes to participate. In addition, indoor, stationary rides will be accepted this year, to ensure that everyone has a way to safely participate. All rides count towards your team's standings.

BIKE EASY APRIL CHALLENGE CHAMPION'S TOOL KIT

Thank you for registering your organization or department into the Bike Easy April Challenge! The Challenge can only be successful with your participation! In this toolkit you'll find general information, resources, frequently asked questions, and draft emails to encourage bike riding. Lets get more people on bikes in Greater New Orleans!

ACTION ITEM - Encourage all of your team to register for the Bike Easy April Challenge by going to lovetoride.net/bikeeasy

YOUR UNIQUE ACCESS

As a Champion, you have access to additional functions on the Love to Ride website. You can upload your organization's logo, delete team members and edit your organization's details.

WHAT AM I EXPECTED TO DO?

Your goal is to get as many of your peers as possible to register, ride, and record their rides.

Your main focus will be to encourage your colleagues to join your team and help engage other riders. You can send them inspirational messages, reminding them to record their rides and motivate them to keep riding!

Your role is to work with other Champions and regular riders in your organization to spread the word about the Bike Easy April Challenge.

APPROACH REGULAR CYCLISTS

Who already rides? These are the first people to talk to about the Challenge and invite them to register. The website is a great tool for them to record their cycling and set personal goals.

They'll help you get more people involved. You can also provide them with fliers (ask us if you want some printed copies!)

TALK TO PEOPLE

Remember, all they have to do is cycle for at least 10 minutes for fun, exercise or to work during the month-long Challenge period. *These rides can be anytime and anywhere!*

GET YOUR SUPERVISORS ON BOARD

Ask them to register and help set an example - if they are taking part others will too!

ANNOUNCE AT MEETINGS

Take a laptop, show people the website, prizes, which organizations are competing and get them registered. The more people involved, the more fun it will be. If your workplace is doing remote meetings, request time and the ability to share your screen. Show your team the LoveToRide website and a few of the abilities. High-five one of your team members to highlight the interactive abilities. Be sure to ask people to register for the event and drop a link in the chat, provide a few minutes for people to complete their registration.

HOST AN EVENT

Due to COVID precautions, Bike Easy will not be hosting any in-person events. However, you can host a virtual meeting to have a Bike Easy staff member share information and answer questions about the Bike Easy April Challenge.

If your organization is working from your office. Consider hosting a social distant bike train to work one day or more during the month. You can also put together a lunch-time bike ride as a team building activity.

POST ON SOCIAL MEDIA

Bike Easy created a “Bike Easy April Challenge” frame on Facebook. Just click on your profile picture and select “add frame” search for “Bike Easy” Show everyone in your network that you’re participating in the Bike Easy April Challenge!

Use our hashtags (#iBikeNOLA & #NolaBiketoWork) and tag us @bikeeasy on social media.

Also find resources like email banners and Bike Easy April Challenge logos to help encourage others in your network!

SEND EMAILS

EX 1 - Draft email to HR and supervisors explaining Bike to Work Day & Bike Easy April Challenge.

To: Office Manager and/or Human Resources

From: worksite Bike Easy April Challenge Champion

Subject: Bike Easy April Challenge is Coming

As you know, OR as we discussed, OR I am excited to tell you...

That I will serve as the Team Champion for this year's Bike Easy April Challenge.

The Bike Easy April Challenge will run April 1 - 30 is a fun and free competition to encourage us to experience the joys and benefits of riding a bike. We will encourage biking to work, compete either among our internal departments/ divisions, or with other companies and organizations.

Bike friendly businesses across the Greater New Orleans region are donating fantastic prizes that individuals and teams can qualify for by riding their bikes during the Bike Easy April Challenge.

As the Champion, I will hang some posters and send some emails encouraging participation. It would be really good to have someone from upper management participate and model the way for everyone else.

If you have any questions, I am happy to explain more.

Please visit lovetoride.net/bikeeasy and register for our team!

Thanks,

NAME

name of worksite/ organization Bike Easy April Challenge Champion

EX 2 - Draft email - It's coming #2

To: All staff

From: worksite Bike Easy Champion

Subject: Bike Easy April Challenge is Coming – Sign up Today!

Spring is here and so is the Bike Easy April Challenge! The Challenge will run April 1 - 30 and is a fun and free competition to encourage us to experience the joys and benefits of riding a bike. We will encourage biking to work, compete either among our internal departments/ divisions, or with other companies and organizations.

Please visit the website lovetoride.net/bikeeasy for the month-long Bike Easy April Challenge and sign up on the name of worksite/ organization team!

Please ask me if you have any questions, and encourage our coworkers. Follow Bike Easy on social media or check their website for more information on the month-long challenge. The event is free and all are welcome to participate!

Note if key staff people or managers have signed up, mention them here.

Thanks,

NAME

name of worksite/ organization Bike Easy April Challenge Champion

EX 3 - Draft email - It's closer (week of March 24th)

To: All staff

From: worksite Bike Easy Challenge Champion

Subject: Bike Easy Challenge

The Bike Easy April Challenge is NEXT WEEK!

There will be hundreds of prizes you and our colleagues can win, including fun local experiences, acupuncture treatments, and a bike rack installation from Where Ya Rack!

The aim of the Challenge is to show more people how easy, safe and fun riding a bike can be. But we also want to show how name of worksite/ organization is leading the way as a bike friendly business and that we are the coolest place to work in the Region!

Any questions? Just let me know.

Thanks,

NAME

name of worksite/ organization Bike Easy April Challenge Champion

EX 4 - Draft email - It's here (send on afternoon of 1st or on 2nd)

To: All staff

From: worksite Bike Easy Champion

Subject: Let's win! And thanks for biking

We have a great showing for the April Challenge so far! There are X (you can check this by going to your dashboard) of us logging rides, including _Manger or other leader_.

Now the competition is really going to heat up. We want more people biking than our competitors _mention of organizations or departments, if applicable_.

Insert photo of staff person on bike

We've got all month to get more points and win.

REMEMBER! It's not about riding the most miles; it's about getting the most staff to ride a bike.

And, there are prizes to win!

Thanks,

NAME

name of worksite/ organization Bike Easy April Challenge Champion